

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: **Tonia Lee et al.**
SERIAL NO.: **10/677,925** GROUP ART UNIT: **2162**
FILED: **October 1, 2003** EXAMINER: **Alam, Shahid Al**

FOR: **System and Method for Maintaining
an Association Between a
Distribution Device and a Shared
End User Characteristic**

Attorney Docket No.: W2100/280782

**COMMENTS ON EXAMINER'S STATEMENT OF REASONS FOR
ALLOWANCE**

Sir:

This paper is responsive to the Notice of Allowability mailed October 5, 2009 in the above-referenced application which included a statement of reasons for allowance. The Examiner stated that:

the prior art of record does not teach or fairly suggest, transmitting the unique ID that identifies the receiver unit to the subset a plurality of end viewers served by the receiver unit so that the unique ID is displayable on a television to each of the subset of end viewers served by the receiver unit and receiving the information from the subset of the end viewers, wherein the information received from one of the subset of the end viewers includes a particular ID displayed to the end viewer and the geographic area where the particular ID was displayed.

CERTIFICATE OF ELECTRONIC FILING
I hereby certify that this correspondence is being
electronically filed with the United States Patent Office
via EPS Web on October 21, 2009

Lesley L. Andrew: /Lesley L. Andrew/

The language used by the Examiner is not literally recited by the claims. To the extent that the Examiner's reasons for allowance suggest or state that the allowed claims recite particular claim elements, regardless of the actual claim language, it is noted that "the record as a whole" must be considered as a supplement to the statement of reasons for allowance, and to the extent that the record is clear and complete, it shall control the interpretation of any and all claims.

CONCLUSION

If there are any issues that can be resolved via a telephone conference, the Examiner is asked to contact the undersigned at 404.685.6799. The Commission is authorized to charge any additional fees that may be due or credit any overpayment to Deposit Account No. 11-0855.

Respectfully submitted,
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Date: October 21, 2009

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